



**Think
Different**
And help us make
vital savings



**Think
Different**
And help us plan
for the future



**Think
Different**
And help us change
for the better

Communications and Engagement Strategy

The conversation so far.....

- Significant programme of work across the entire organisation which impacts every member of staff and member of our community
- Comms and engagement strategy focussed on internal communications
- Conversation with our communities now needs to commence
- We must be clear, consistent and committed to working in partnership with wide ranging stakeholders to plan and deliver change
- Huge undertaking and necessary to draw on learning from others and expertise of the Scottish Health Council and iHub



Framing the Conversation | Our Vision

Source NHSB Clinical Strategy 2017

“To provide personalised, evidence based care as close to home as possible.

Working with people to define treatment goals and optimise outcomes.

Supporting people to stay well; treat illness and manage crises.”

Framing the conversation | Existing Values and Principles Framework

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Source NHSB Clinical Strategy and H&SC Partnership Strategic Plan

NHS BORDERS VALUES AND CORPORATE OBJECTIVES

Care & Compassion | Quality & Teamwork | Openness, Honesty & Responsibility | Dignity & Respect

SAFE PATIENT CARE IS OUR NUMBER ONE PRIORITY

- Deliver safe, effective and high quality services
- Promote excellence in organisational behaviour
- Improve the health of our population

CLINICAL STRATEGY PRINCIPLES

1. Services will be safe, effective and high quality
2. Services will be person centred and seamless
3. Health improvement & prevention will be as important as treatment of illness
4. Services will be delivered as close to home as possible
5. Admission to hospital will only happen when necessary and be brief and smooth
6. Services will be delivered efficiently, within available means
7. We are committed to working in partnership, with staff, communities and other organisations to deliver the best outcomes for the people we serve

STRATEGIC PLAN OBJECTIVES

1. We will improve the health of the population and reduce the number of hospital admissions
2. We will improve the flow of patients into, through and out of hospital
3. We will improve the capacity within the community for people who have been in receipt of health and social care services to better manage their own conditions and support those who care for them

H&SC PARTNERSHIP PRINCIPLES

1. Prevention and early intervention
2. Accessible services
3. Care close to home
4. Delivery of services with an integrated care model
5. Greater choice and control
6. Optimise efficiency and effectiveness
7. Reduce health inequalities

CORE THEMES (from previous slide)

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SERVICE QUALITIES	SERVICE DELIVERY	PEOPLE
Safe	Reduce hospital admissions	Work in partnership to deliver best outcomes
Effective	Prevention and early intervention	Self management
High Quality	Reduce health inequalities	Supportive Care
Person Centred	Integrated care models	
Seamless	Improved community capacity	
Close to home as possible / accessible		
Efficient & effective		
Delivered within available means (affordable)		

Distilled into draft statements of intent to frame the conversation



ENGAGING IN CONVERSATION

What we have already been told.....

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Health in Your Hands: What Matters to You?

For more information or to
contact us visit:
www.nhsborders.scot.nhs.uk



Over 700 Responses

3 Questions Asked

'Pop-Up' Stalls

Group Discussions

Accessible Services

- The NHS has always been there for the majority of people
- Quick access to GP's is one of the things that matters the most
- More flexibility to appointment times, such as evenings and weekends
- Very important to people that services are available in local communities rather than centrally

Community Services

- Voluntary sector partners doing good work in the community
- Focus on care in the community and providing services close to home
- Having the care and support available to ensure you can stay at home as long as possible

Care for Older Adults

- A priority area for the NHS
- This is linked to the desire to see improved community services
- To expand services for the elderly, including Mental Health services

We asked, you said:

Tell us about your experience of using NHS Borders.

Can you suggest any ways in which we could improve our services?

Thinking about the future of healthcare services in the Borders, where should our focus be?

Promoting Personal Responsibility for Health & Focus on Prevention

- Provide more help and advice so people know how to prevent illness, including healthy eating and regular exercise
- This should be done from an early age, for example with young people in schools

Person-Centred Care

- Staff praised for being very caring, friendly and kind
- Honesty and plain talking is appreciated
- Personal interaction with all staff is very important
- To treat all with dignity and respect

Communication

- Appreciate more time with clinical staff to listen and communicate
- Support for all to communicate effectively, including those with a sensory impairment
- More use of on-line resources to provide healthcare information

Improvements we will focus on:

- Reduce waiting times
- Receive test results quickly
- Services for people living with Dementia and their families / carers
- Supporting people who are living with a long term illness / condition
- Support for the workforce
- The patient experience of using health services
- Engagement with the public of all ages within their own communities

What we will do:

- This learning and feedback will:
- Be shared with services for information so they know what improvements need to be made
 - Help NHS Borders and its Partners improve how feedback from people of the Borders is collected and used
 - Be used for future service engagement exercises

Implementing our Strategy - statements of intent

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- We will provide safe, effective, high quality, person centred services that are productive, sustainable and affordable.
- We will increase investment in health & social care community services to deliver care as close to home as possible.
- We will use digital technology to support changes in our services.
- We will admit people to our hospitals only when necessary and ensure that their stay is brief and safe.
- We will provide local acute care on the BGH campus except when the service cannot be safely and sustainably provided in the Borders.
- We will provide services from a reduced number of NHS sites and beds and use a proportion of the resources released to support our investment in health & social care community services.

Implementing our Strategy - statements of intent Continued ...

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- We will reshape our support services to maximise the level of resources invested in front line care.
- We will prescribe medicines in line with evidence based care and ensure the most appropriate and cost effective interventions are provided.
- We will focus on prevention and early intervention to improve the health of the people in the Borders and reduce health inequalities.
- The skill mix of our workforce will change and care will be provided by the most appropriately trained person. This will include the increased use of Advanced Practitioners and Healthcare Support Workers.
- We will work with patients, carers, staff and communities to plan and deliver services that meet the future needs of the people of the Borders.
- We will work with Scottish Borders Council, the third sector and other partner agencies to deliver the best possible health & social care outcomes for the people of the Borders.
- We will return to financial balance by April 2023.

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What could this look like?

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PRIMARY CARE IMPROVEMENT PLAN	OLDER PERSON'S PATHWAY	LONG TERM CONDITIONS
Physiotherapists in GP surgeries	Streamline stepdown services	Chronic Pain
Community Link Workers	Extend Hospital to Home service	Breathlessness
ANP led unscheduled care	Reduce Length of Stay (LOS) in DME	Fractured Hips
	Reduce Length of Stay (LOS) in Community Hospitals	Stroke
	Locality based MDT teams	
	Acute Frailty Unit	
	Discharge Hub	

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What could this look like?

OUTPATIENT PROGRAMME	SERVICE REVIEWS	MENTAL HEALTH TRANSFORMATION
Acute clinical referral and triage	Maternity	Dementia inpatient redesign
Opt in: patient focussed treatment	Paediatrics	Community Mental Health Team and Crisis Service
Patient initiated follow up		Liaison Service
Peripheral Clinics		Inpatient and Community Rehab Team
Attend Anywhere		

ENGAGING IN CONVERSATION

Next Steps

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- Public Involvement function joining with Communications (Dedicated resource focussed on Turnaround priorities)
- Focussed conversations with community councils
 - Where we are now
 - Where we need to go
 - Statements of intent
- Locality based drop-in sessions to:
 - Share statements of intent
 - Ask what matters / is important within the context of the assumptions
 - Explore options for service planning / delivery / change
- Rolling programme of targeted engagement around specific focus areas e.g:
 - Maternity services
 - Peripheral clinics
- Inform new Public Engagement Strategy (required by December 2019)

QUESTIONS FOR THE BOARD

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- Comment on the proposed next steps (see previous slide)
- Note that an updated version of the statements of intent will be included in Annual Operational Plan for Board approval in spring 2020.
- Comment on and agree the use of the statements of intent to support the next phase of engagement with our staff and communities
- Agree to engage with the IJB and SBC on creating a single plan for Health & Care in the Borders



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